



MENTEE

**Ajibike Oluwafunmilayo Olawale**

Co-Founder and COO, [JR Farms](#)



Nigeria

Ajibike Oluwafunmilayo Olawale is the Co-Founder and Chief Operations Officer of JR Farms, a leading agribusiness company committed to transforming agriculture in Africa. With a background in Management Information Systems from Covenant University and additional certifications, she brings a wealth of knowledge to the business. Ajibike's career spans multiple countries where she has managed operations across Nigeria, Rwanda, Zambia, and France. As a passionate advocate for sustainable agriculture and youth empowerment, her vision for JR Farms is to establish a sustainable platform for commercial agriculture, translating Africa's vast agrarian potential into global marketable products, culminating in sustainable food production and increased livelihoods for farmers.

**[JR Farms](#)**

JR Farms operates in the coffee value chain, working with over 4,000 coffee farmers across Rwanda. The company processes, packages, and exports specialty grade coffee to various parts of the world, including African markets, Europe, and North America. JR Coffee, their flagship product, is distributed through coffee shops, supermarkets, hotel chains, and corporate offices. They also serve thousands of customers daily at their retail coffee shop outlets across Lagos, Abuja and Lusaka. JR Farms' approach to coffee production is highly responsible and sustainable, investing in shade-grown specialty coffee and supporting women coffee farmers. For more than seven years, JR Farms has focused on value addition, supporting African coffee farmers, and creating jobs in the coffee value chain. Their commitment to sustainability extends to providing customers with a "crop to cup" experience, ensuring value for all stakeholders, including farmers, the environment, and consumers.



MENTOR

**Katia Facchetti**

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